

NUMBER \_\_\_\_\_

**PROPOSED COUNCIL STUDY ISSUE**

**For Calendar Year:** 2004

**New**      **X**

**Previous Year (below line/defer)**

**Issue:**      Creation of a City Policy regarding the Use of the Word "Collision" instead of "Accident"

**Lead Department:**      Office of the City Manager

**General Plan Element or Sub-Element:** Land Use and Transportation, Bicycle Plan

**1.      What are the key elements of the issue? What precipitated it?**

The Bicycle and Pedestrian Advisory Committee would like to create a City Policy which requires the use of the word "collision" or "crash" to describe a traffic crashes that occur in the roadway or on private property instead of the term "accident". This policy would relate to any City published article or report, including news releases, and police reports.

**2.      How does this relate to the General Plan or existing City Policy?**

GOAL 7.3I: PROVIDE DATA PROCESSING, COMMUNICATIONS, RECORDS MANAGEMENT, AND OTHER INFORMATION MANAGEMENT FUNCTIONS IN ORDER TO FACILITATE AND ENHANCE CITY OPERATIONS.

**3.      Origin of issue:**

**Councilmember:** \_\_\_\_\_

**General Plan:** \_\_\_\_\_

**Staff:** \_\_\_\_\_

**BOARD or COMMISSION**

**Arts**

**Housing & Human Svcs**

**Bldg. Code of Appeals**

**Library**

**BPAC**

**X**

**Parks & Rec.**

**CCAB**

**Personnel**

**Heritage & Preservation**

**Planning**

**Board / Commission Ranking/Comment:**

BPAC Board / Commission ranked 12 of 13

4. Multiple Year Project? **No** Expected Year of Completion 2004

5. Estimated work hours for completion of the study issue.

(a) Estimated work hours from the lead department 20

(b) Estimated work hours from consultant(s): 0

(c) Estimated work hours from the City Attorney's Office: 5

(d) List any other department(s) and number of work hours:

Department(s): Public Safety, Public Works, CDD 20 each

Total Estimated Hours: 80

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? **No**

(b) Does this issue require review by a Board/Commission? **Yes**

If so, which Board/Commission? BPAC

(c) Is a Council Study Session anticipated? **No**

(d) What is the public participation process?

BPAC meetings

7. Estimated Fiscal Impact:

Cost of Study \$                     

Capital Budget Costs \$                     

New Annual Operating Costs \$                     

New Revenues or Savings \$                     

10 Year RAP Total \$                     

Budget Modification Needed \$

**8. Staff Recommendation**

Recommended for Study  
 X     Against Study  
 No Recommendation

**Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.**

Staff recommendation against study is based on premise that use of the term "accident" is correct from both technical and journalistic standpoints. The primary dictionary definition of an accident is an "unexpected occurrence" with no placement of blame or culpability as part of the definition; journalistically, the term "accident" is appropriate and commonly used. A survey of reporters and editors with the *San Jose Mercury News* and the *Sunnyvale Sun* has already been conducted and it unanimously supports continued use of the word "accident." The Communications Division writes in appropriate style (dictated by *Webster's Collegiate Dictionary* and the *Associated Press Stylebook*) in order to meet the needs of the publications.

*reviewed by*

\_\_\_\_\_  
**Department Director**

\_\_\_\_\_  
**Date**

*approved by*

\_\_\_\_\_  
**City Manager**

\_\_\_\_\_  
**Date**